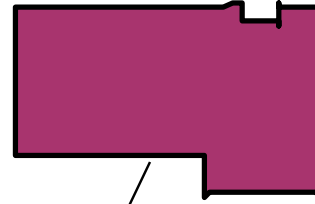
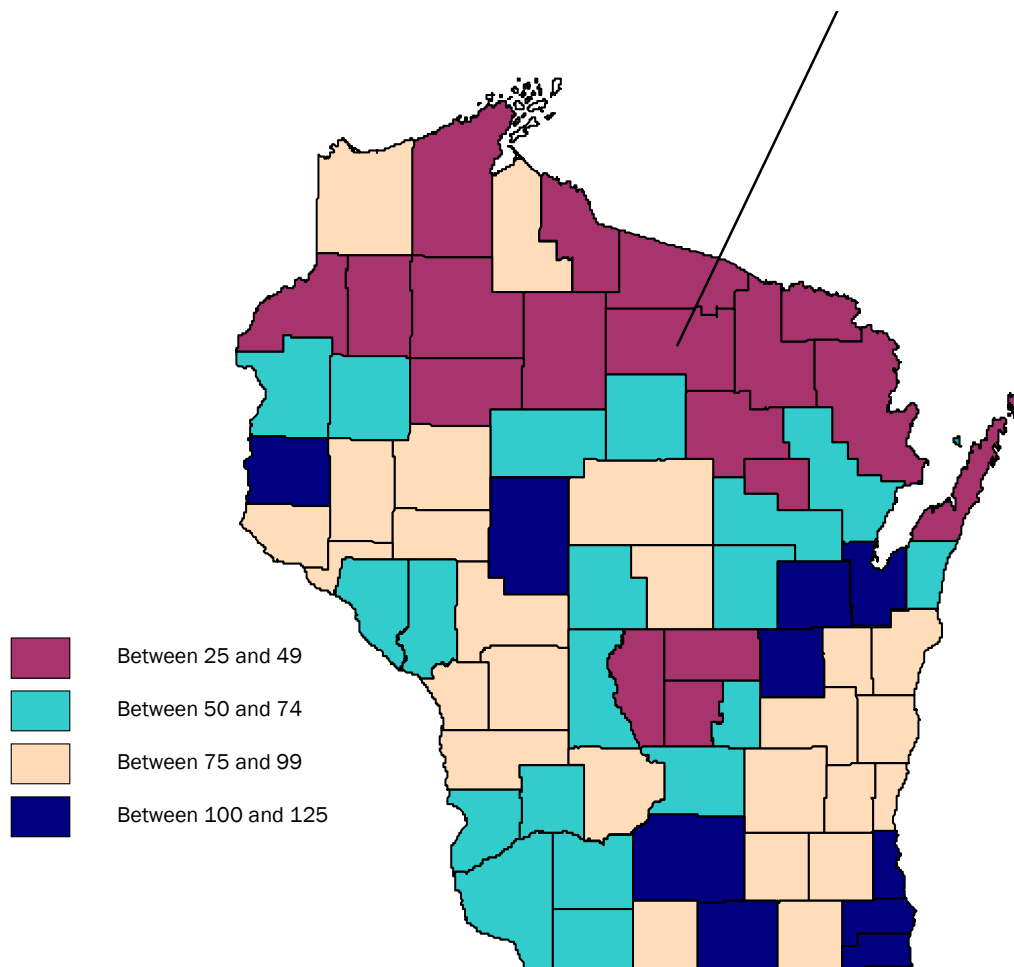


# Oneida County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Oneida County added roughly 950 people or 2.6 percent to its population between the April 2000 Census and the January 2004 population estimates. Together, the City of Rhinelander and the Town of Minocqua

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,704	5,532,000	168,296	3.1%
<b>Oneida County</b>	36,776	37,726	950	2.6%
<b>Largest Municipalities</b>				
Rhinelander, City	7,735	8,041	306	4.0%
Minocqua, Town	4,859	5,128	269	5.5%
Newbold, Town	2,710	2,830	120	4.4%
Pine Lake, Town	2,720	2,827	107	3.9%
Pelican, Town	2,902	2,602	-300	-10.3%
Three Lakes, Town	2,339	2,388	49	2.1%
Crescent, Town	2,071	2,099	28	1.4%
Woodruff, Town	1,982	2,049	67	3.4%
Sugar Camp, Town	1,781	1,846	65	3.6%
Nokomis, Town	1,363	1,417	54	4.0%

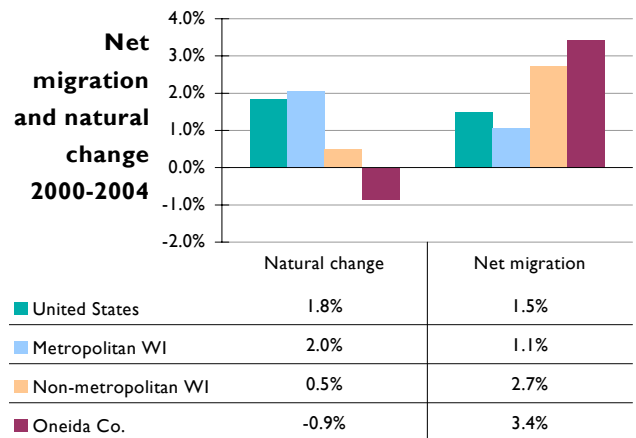
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

qua accounted for 35 percent of the county's population and 61 percent of the county's population growth.

Apart from noting that it lagged the nation and state, the character of the county's population merits further examination. Oneida County experienced more deaths (869) than births (684), so all of its population gain was attributable to net migration (867 more people moved in than moved out). Wisconsin demographers expect more deaths than births in Oneida County through 2030 and expect net migration between 2015 and 2020 to be 32 percent less than it was between 2000 and 2005.

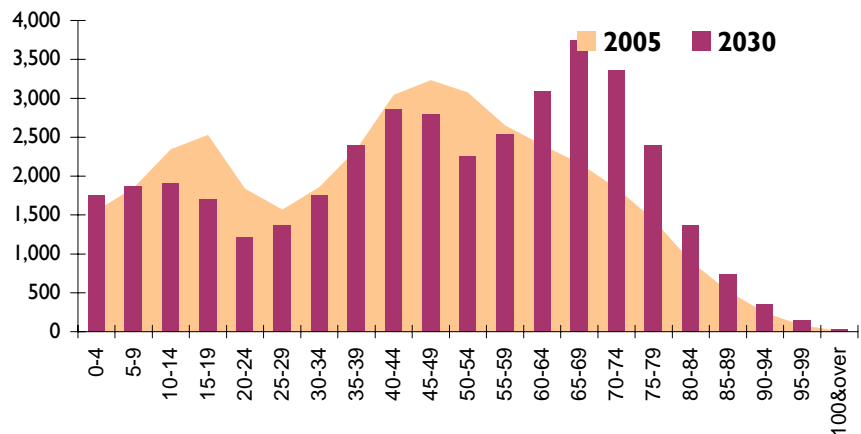
The graph to the right contrasts the age demographics of 2005 (the lighter area) with the age demographics projected for 2030 (the darker bars). Except for those aged 5 to 9, every age group

under 55 years old is projected to be smaller in 2030 than in 2005. The 55-year-and-over group will grow from 12,270 people (33% of total population) to 17,773 people (45% of total population). The overall population will grow roughly 6 percent while the 55-and-over population grows nearly 45 percent. In the year 2005, Oneida County will have 65 residents aged 25 to 29 for every 100 residents aged 60 to 64; by 2030 that number will fall to 44. In 2005, projections suggest that 6,724 county residents will be aged 5 to 19 (approximately primary and secondary school ages). By 2030, this number will fall by 18 percent to 5,495. Together these trends could generate pressure to change funding or spending for social services or education. Such changes could affect the number of qualified workers available.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Oneida County



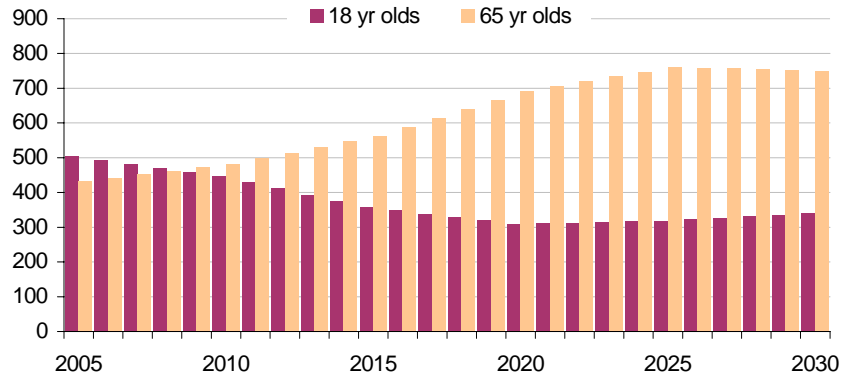
Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

The graph to the right asks how many people will turn 18 each year and how many people will turn 65 each year. Some workers will start their careers later than the age of 18 and some will leave the labor market before reaching 65, but these can be rough proxies for people entering the labor market and people leaving the labor market. Between 2005 and 2030, the number of residents turning 18 each year shrinks from roughly 505 to 341; meanwhile the number of residents turning 65 each year grows from 443 to 750. This has serious ramifications for any establishment whose customer base or employee pool includes significant numbers of baby boomers.

The baby boom (1946 to 1964) was dominated by white, non-Hispanic children. Subsequent increases in national birth rates relied heavily on Hispanic and non-white parents. The graph below shows that even compared to homogeneous Wisconsin, Oneida County lacks the robust diversity that can help drive labor force growth. For reasons beyond the scope of this profile, the labor force participation rate (the frequency with which people work and look for work) tends to be higher among Hispanic and non-white populations than it is among white non-Hispanic populations.

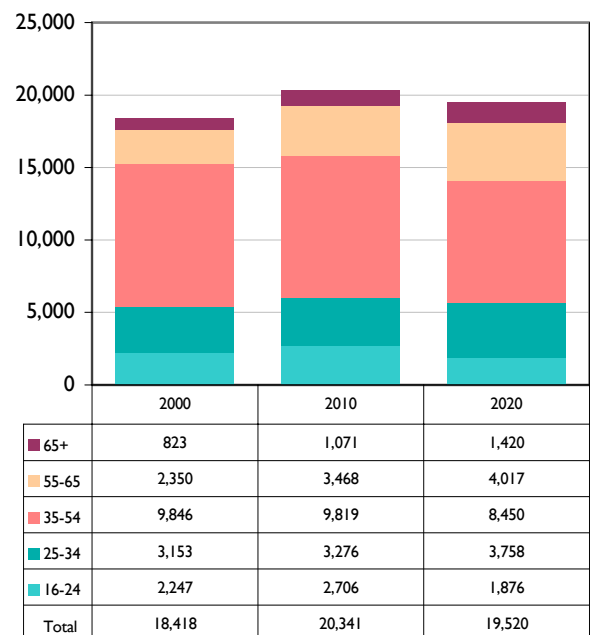
**Convergence of 18 & 65 year old population in Oneida County**



Source: WI Dept. of Administration, Demographic Services

Below, the Labor Force Projections by Age graph is based on current participation in Oneida County with adjustments in each age group based on national projections. Older cohorts are more white and non-Hispanic, so their participation rates may be below national levels. From 1990 to 2000, the labor force grew about 31 percent. Between 2000 and 2010, it will grow 10 percent. In the following decade (2010 to 2020) it will shrink. Even changes much milder than predicted could constrain job growth.

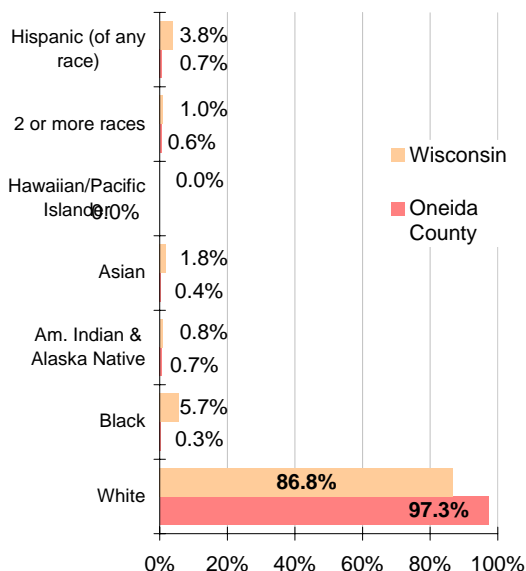
**Oneida County Labor Force Projections by Age**



Decade change	30.5%	10.4%	-4.0%
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Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**



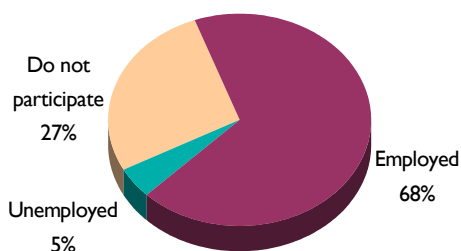
Source: U.S. Census Population Characteristics Estimates, 2002

## Current Labor Force

The participation rate is the share of the 16-and-over population that is employed or unemployed. In 2003, the national participation rate was 66.3 percent and Wisconsin's was 72.9 percent. In Oneida County, the participation rate of 73 percent indicates that 27 percent of the population 16 years or older did not participate in the labor force by working or seeking

The unemployment rate graph below shows that in Oneida County the rates began to rise in 2000, and had not declined sharply by 2003. The county saw more encouraging rates in the second half of 2003 and first half of 2004 than it had seen in the first half of 2003.

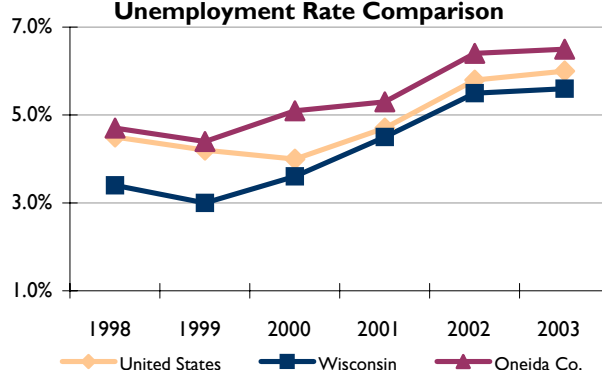
**Labor force participation in Oneida County**



Source: DWD, Office of Economic Advisors, July 2004

work. The group that does not participate usually includes retirees, students and at-home parents. In Oneida County, retirees are probably the most prominent segment of this group and analysis on pages 1-2 suggests that retirees will become a more prominent cohort in years to come.

**Unemployment Rate Comparison**



**Oneida County Civilian Labor Force Data**

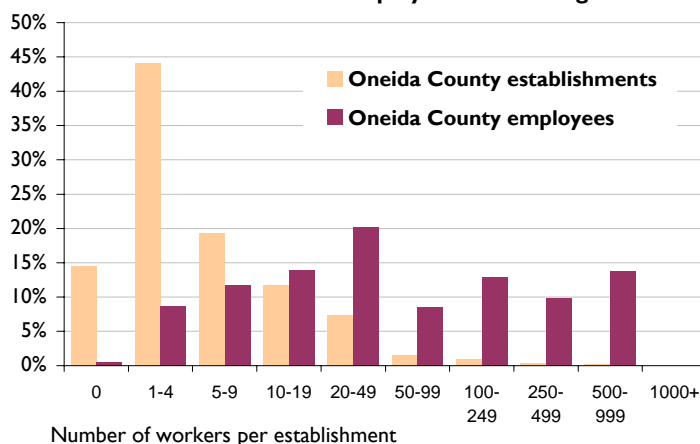
	1998	1999	2000	2001	2002	2003
Labor Force	20,359	20,036	20,795	21,316	21,781	21,775
Employed	19,398	19,161	19,740	20,189	20,379	20,369
Unemployed	961	875	1,055	1,127	1,402	1,406
Unemployment Rate	4.7%	4.4%	5.1%	5.3%	6.4%	6.5%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Establishments by Size

Between the 704 establishments reporting 1 to 4 employees and the 310 establishments reporting 5 to 9 employees, roughly 63 percent of the establishments report 1 to 10 employees. This corresponds to the lighter set of bars in the graph to the right. Shifting the focus to concentration of employees (the darker set of bars), the 2,426 workers at establishments with 10 to 19 employees and the 3,535 workers at establishments with 20 to 49 employees make up over a third of the people working in Oneida County. While the number of establishments with over 50 employers is quite small (about 3.1 percent of establishments), the number of workers at those establishments is not (45 percent of jobs).

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industries & employers by size

Listed in the table at the top of the page, Oneida County's ten largest industry groups provided roughly 48 percent of the jobs in the county. As the school aged population shrinks and growth in the retirement-aged population outstrips growth in the working-age population, the demand for health care is likely to grow faster than demand for education.

Listed in the table in the middle of the page, Oneida County's ten largest employers accounted for about 31 percent of the jobs in the county. As the population in prime tax-paying years becomes a smaller share of the population, reliance on public funding (including Medicare or Social Security) could limit employment growth for some establishments.

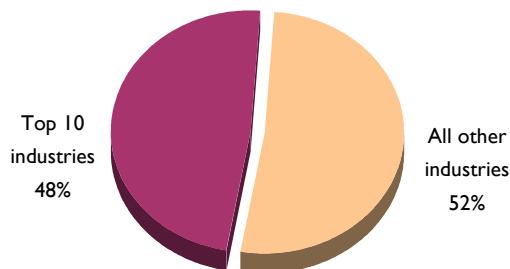
### Top 10 Industries in Oneida County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Food services & drinking places	118	1,357	-60	-31
Educational services	10	1,232	-53	-106
Hospitals	suppressed	suppressed	not avail.	not avail.
Ambulatory health care services	51	850	-7	190
Nonstore retailers	suppressed	suppressed	not avail.	not avail.
General merchandise stores	11	731	26	233
Nursing & residential care facilities	suppressed	suppressed	not avail.	not avail.
Paper manufacturing	suppressed	suppressed	not avail.	not avail.
Food & beverage stores	12	528	42	-57
Specialty trade contractors	111	507	76	157

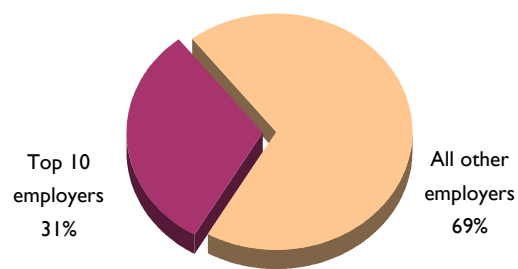
### Top 10 Employers in Oneida County

Establishment	Product or Service	Size (Dec. 2003)
Foster & Smith Inc.	Mail-order houses	500-999 employees
Howard Young Medical Group	Outpatient mental health centers	500-999 employees
Petersen Health Care of Wisconsin	Homes for the elderly	500-999 employees
Sacred Heart - St Mary's Hospitals	General medical and surgical hospitals	500-999 employees
Rhineland Paper Co. Inc.	Paper, except newsprint, mills	500-999 employees
Wal-Mart Associates Inc.	Discount department stores	500-999 employees
School District of Rhineland	Elementary and secondary schools	250-499 employees
T A Solberg Co. Inc.	Solid waste collection	250-499 employees
Employment Options of North Central	Temporary help services	250-499 employees
County of Oneida	Executive and legislative offices, combined	100-249 employees

Share of jobs in top 10 industries in Oneida County

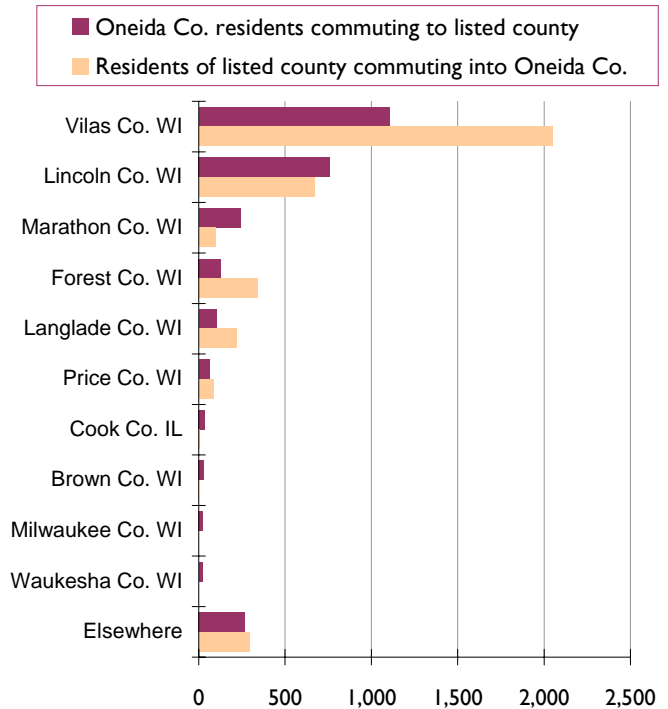


Share of Oneida County jobs with top 10 employers



## Commuting

The 2000 Census reported that roughly 2,781 Oneida County residents worked outside the county (about 17 percent of working residents). At the same time, roughly 3,772 workers from other counties commuted in (about 21 percent of the jobs located in the county were filled by other counties' residents). The graph to the right shows lots of movement between Oneida, Vilas and Lincoln counties. Compared to Vilas, Oneida has a higher concentration of manufacturing jobs. The high pay may help lure workers across borders. Similarly, the still higher concentration of manufacturing jobs in Lincoln may pull Oneida workers. The Census Bureau estimates that approximately 88 percent of the Vilas-to-Oneida commuters worked in Minocqua, Woodruff or Rhinelander and that about 73 percent of the Oneida-to-Vilas commuters worked in Eagle River, Lac du Flambeau or Arbor Vitae. Of Oneida-to-Lincoln commuters, roughly half go to Tomahawk. Among Lincoln-to-Oneida commuters, nearly three quarters go to Rhinelander. About 52 percent of working residents traveled less than 15 minutes for work.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The table to the right lists some of the occupations with the greatest estimated employment in the Oneida County area. The range bracketed by the 25<sup>th</sup> percentile wage and the 75<sup>th</sup> percentile wage might be called a typical wage range because a quarter of the occupation's workers earn less, a quarter earn more and about half earn a wage somewhere in the range.

Those occupations requiring less training and education tend to see lower wages and narrower wage ranges (e.g. food service and cashiers). These factors contribute to turnover. Many of the well-paid technical and professional positions tend to congregate around groups of economic hubs such as headquarters and major operational centers. Less metropolitan areas tend to see less white collar work and more general labor, as the table indicates.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Retail salespersons	\$9.59	\$7.11	\$8.26	\$10.61
Cashiers	\$7.80	\$6.66	\$7.66	\$8.73
Janitors & cleaners, except maids & hskpg. cleaners	\$8.80	\$7.49	\$8.32	\$9.33
Nursing aides, orderlies, & attendants	\$9.82	\$8.64	\$9.75	\$10.86
Truck drivers, heavy & tractor-trailer	\$16.40	\$12.91	\$17.52	\$20.40
Team assemblers	\$14.04	\$10.31	\$13.68	\$17.07
Laborers & freight, stock, & material movers, hand	\$12.20	\$8.60	\$11.38	\$15.81
Secretaries, except legal, medical, & executive	\$10.70	\$9.06	\$10.70	\$12.55
Registered nurses	\$20.79	\$18.62	\$20.63	\$23.00
Comb. food prep. & serving workers (fast food)	\$7.28	\$6.15	\$7.15	\$8.11
Carpenters	\$15.03	\$10.63	\$13.40	\$18.21
Office clerks, general	\$10.06	\$8.04	\$9.83	\$11.92
Bookkeeping, accounting, & auditing clerks	\$10.89	\$8.75	\$10.62	\$13.01
Helpers--production workers	\$12.73	\$9.87	\$12.43	\$15.36
Maintenance & repair workers, general	\$17.63	\$13.32	\$17.79	\$22.60
Waiters & waitresses	\$7.34	\$6.17	\$6.89	\$8.34
1st-line supvsr/mgrs. of prod. & operating workers	\$19.75	\$15.19	\$18.25	\$22.88
Stock clerks & order fillers	\$9.74	\$7.48	\$8.92	\$11.06
Welders, cutters, solderers, & brazers	\$15.29	\$13.74	\$15.66	\$17.13
General & operations managers	\$35.30	\$21.27	\$28.86	\$43.62

Oneida County is part of an area which includes Lincoln, Oneida, Price and Waupaca counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

Overall, Oneida County establishments reported paying about 21 percent less than the statewide all-industries average. The table to the right shows that the manufacturing sector's average annual wage was higher than any other sector's. The table and chart below show that manufacturing accounted for 8 percent of the jobs in Oneida County and 13 percent of the total payroll. Comparing 2003 to 1998, the sector's average annual wage is up about 20 percent, its average annual employment is down about 38 percent and total wages are down about 26 percent. If layoffs hit newer, lower-paid, manufacturing workers harder than more experienced, higher-paid ones, falling employment could contribute to rising average wage. Seasonal and part-time schedules keep average wages in leisure and hospitality (\$10,654) from rising quickly. Despite being the third-largest employer in the table below, with almost 14 percent of total employment, this sector contributes just 5 percent of the county's total payroll. The trade,

### Average Annual Wage by Industry Division in 2003

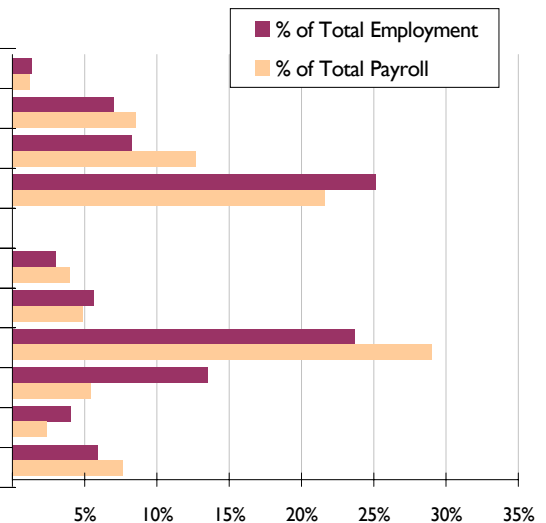
	Average Annual Wage Wisconsin	Average Annual Wage Oneida County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 26,477	79.2%	2.2%
Natural resources	\$ 25,723	\$ 23,499	91.4%	-7.1%
Construction	\$ 40,228	\$ 32,128	79.9%	0.1%
Manufacturing	\$ 42,013	\$ 40,560	96.5%	2.4%
Trade, Transportation, Utilities	\$ 28,896	\$ 22,757	78.8%	6.2%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 34,607	80.6%	3.2%
Professional & Business Services	\$ 38,076	\$ 22,734	59.7%	2.3%
Education & Health	\$ 35,045	\$ 32,386	92.4%	1.9%
Leisure & Hospitality	\$ 12,002	\$ 10,654	88.8%	-1.8%
Other services	\$ 19,710	\$ 15,709	79.7%	1.8%
Public Administration	\$ 35,689	\$ 34,264	96.0%	6.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

transportation, and utilities sector is somewhat anomalous because average wages in retail trade (\$20,807) are lower than average wages in wholesale trade (\$33,514), transportation and warehousing (suppressed) or utilities (suppressed). Within the education and health sector, the education segment has higher average annual wages (\$34,536), than the health and social assistance segment (\$31,554). Demographic analysis on pages 1-2 suggests that the latter segment will grow faster.

### 2003 Employment and Wage Distribution by Industry in Oneida County

	Employment Annual average	1-year change	Total Payroll	
Natural Resources	237	7	\$ 5,569,154	
Construction	1,229	-39	\$ 39,485,165	
Manufacturing	1,453	-165	\$ 58,933,543	
Trade, Transportation, Utilities	4,408	61	\$ 100,310,692	
Information	suppressed	suppressed	suppressed	
Financial Activities	533	-1	\$ 18,445,671	
Professional & Business Services	990	-93	\$ 22,507,067	
Education & Health	4,153	-15	\$ 134,500,754	
Leisure & Hospitality	2,367	18	\$ 25,216,854	
Other services	711	26	\$ 11,169,145	
Public Administration	1,034	-35	\$ 35,429,455	
Not assigned	0	0	0	
All Industries	17,513	-236	\$463,690,608	



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



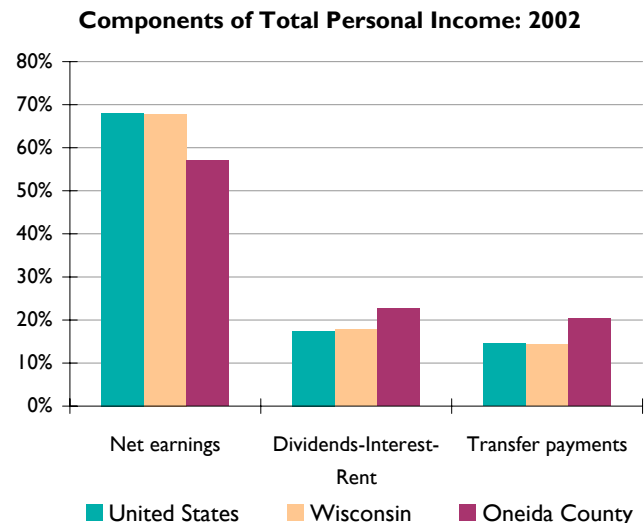
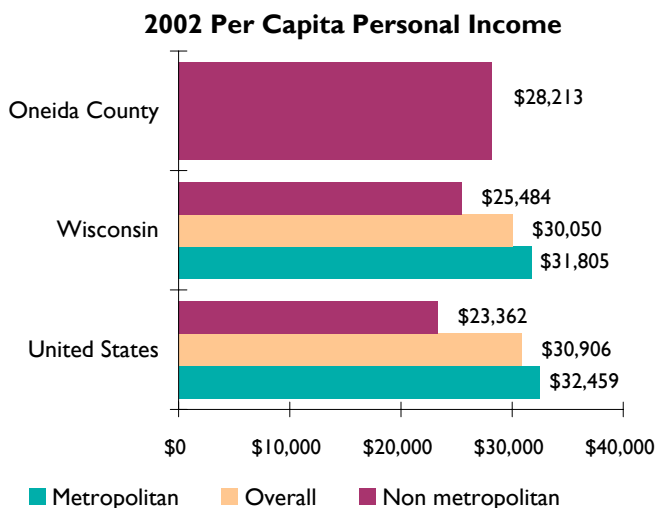
## Per Capita Personal Income

In 2002, Oneida County's per capita personal income (\$28,213) was above non-metropolitan Wisconsin's PCPI (\$25,484) and the national non-metropolitan PCPI (\$23,362). Between 1997 and 2002, Oneida County's PCPI growth (25.4%) exceeded Wisconsin's (22.6%) and the nation's (22.0%). The 11 percent gap between Oneida PCPI and non-metropolitan Wisconsin PCPI is consistent with figures from much of the 1990s. In 2001, inflation outpaced Wisconsin's PCPI growth and the nation's PCPI growth.

Growth in PCPI relates to demographic shifts discussed on pages 1-2. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments are not likely to grow as fast as net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Oneida County	\$22,496	\$24,128	\$24,459	\$26,396	\$27,015	\$28,213	4.4%	25.4%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Oneida County	\$25,215	\$26,629	\$26,411	\$27,576	\$27,442	\$28,213	2.8%	11.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.